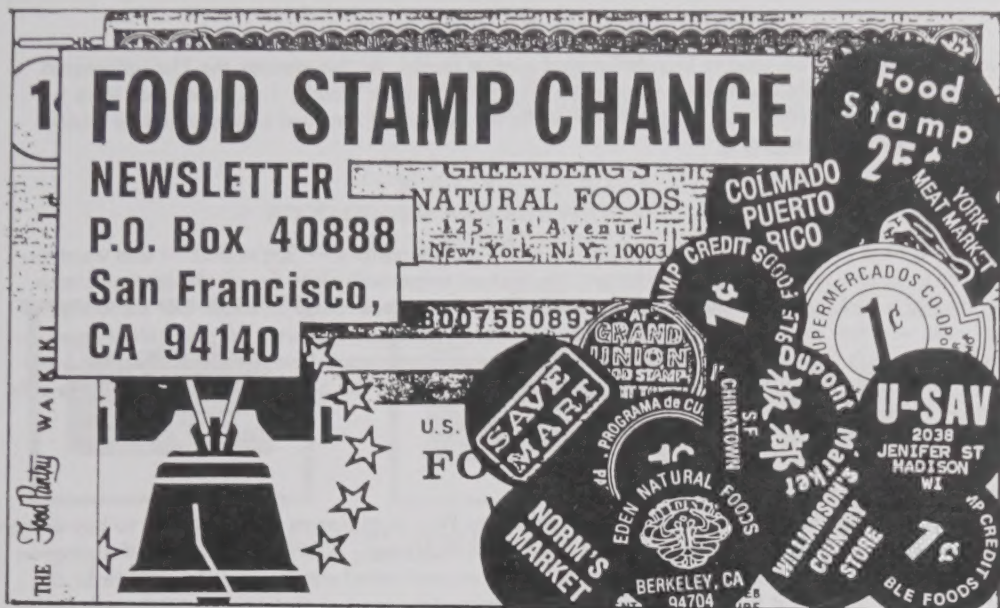




No. 4

January 1981

FOOD STAMP PLAN 1939-43

THE FOOD STAMP PLAN began as an experiment in May 1939 in Rochester, New York; it was then extended to five additional experimental areas. The administrative and operating techniques developed in these experimental areas formed the groundwork for the further expansion of the program. At that time eleven million people were receiving Federal food assistance, through direct commodity donations. The impetus to try out the food stamp approach at that time stemmed from the same factors that led to the decision to undertake the pilot program in 1961: (1) a desire to more closely gear the kinds, varieties, and amounts of foods being made available to low-income families to the needs of such families; (2) a wish to obtain greater assurances that the Federal subsidy actually was used to increase food consumption rather than partially replace previous food expenditures; and (3) a belief that there were inherent advantages in utilizing regular commercial food distribution channels.

SCOPE

As measured by the number of participants the plan reached its peak in May, 1941, when approximately four million people participated. New geographic areas were brought into the plan after 1941, but it never operated on a nationwide basis. The peak in area participation was reached in August, 1942, when 1,741 counties and 88 cities were included. The plan was discontinued in early 1943 when wartime conditions had greatly reduced unemployment and greatly increased demands upon U.S. food supplies.

PRINCIPLES

A two-color stamp plan was formulated in an attempt to: (a) insure that the Federal subsidy actually was used for additional food purchases and (b) control the kinds of food participants could purchase with the free additional coupons. Participating families were required to exchange an amount of money representing estimated normal food expenditures for orange stamps of the same monetary value. With these orange stamps participants were provided -- without cost -- additional blue

stamps, which could be used to buy designated surplus foods. In this manner the Plan attempted to concentrate the additional food purchasing power on "surplus" foods, i.e. foods that were experiencing market difficulties. (In 1939 a significant portion of our food supply could be classified in the surplus category.)

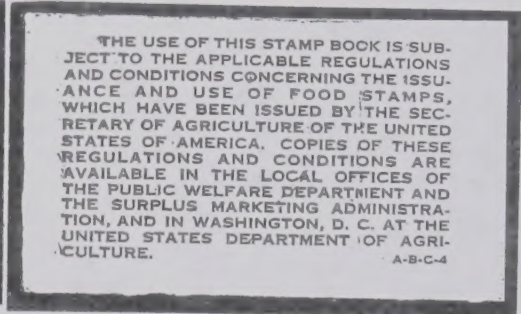
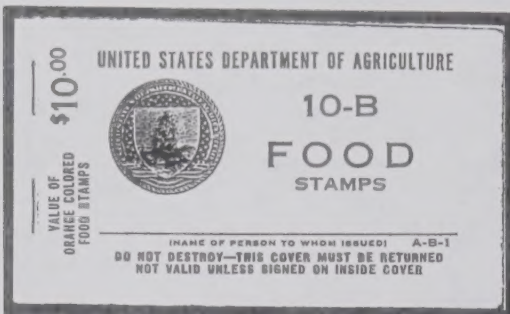
STAMPS

Both the orange and blue stamps were printed in two denominations -- 25¢ and \$1 -- and were exactly like regular postage stamps in design. In fact an engraver's plate for an old postage stamp was designed and used for food stamp purposes. The stamps were issued in books and the design of the books was that of a regular postage stamp booklet. Participating areas were required to obtain public funds for a revolving fund to purchase the orange stamps from the Department of Agriculture. The revolving fund was subsequently replenished from the proceeds received from the sale of these orange stamps to participants.

EXPENDITURES

TO accomplish the basic objectives of the Food Stamp Plan participants were required to buy orange stamps in amounts about equal to their normal food expenditures. At the beginning of the program it was assumed that the normal food purchases of the typical relief family was about \$1 to \$1.50 per person per week and the purchase requirement was established at that level. With each dollar of orange stamps purchased the recipient received half again as much in free blue stamps.

Operating experience, together with the results of food purchase studies, demonstrated that the uniform minimum requirement of orange-stamp purchases was not achieving its objective, i.e. it was not "freezing" normal food expenditures. It was determined that greater effectiveness would be obtained if the orange stamp purchase requirements were based upon total cash income available and the number of individuals eating at the family table. Although basic nationwide tables were prepared in this income basis of issuance, it was realized that variations existed between areas and that allowances had to be made. Regional Administrators were given the responsibility for determining the actual minimum and maximum orange stamp purchase requirements for each program area, provided that the requirements came within approved national limits.



ELIGIBILITY

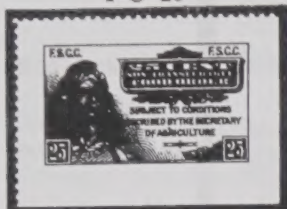
In general the persons eligible for participation in the Food Stamp Plan were householders who prepared and ate their meals in the home and who were eligible for public assistance in the area in which they lived. Usually participation was limited to those persons receiving general assistance, old age assistance, aid to the blind, aid to dependent children, State unemployment relief and those receiving assistance from WPA in the form of employment. In a limited number of areas the programs were extended to low-income families who were not receiving any of the above types of relief assistance. (continued on page 5)

JERRY BATES'
FOOD STAMP CATALOG

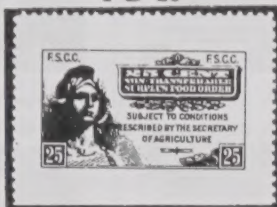
F.S.C.C. - U.S.D.A
FOOD ORDER AND SURPLUS FOOD ORDER
FRACTIONAL CURRENCY

Plate I

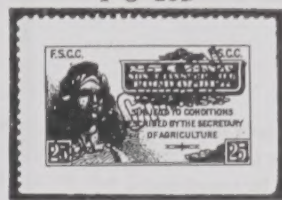
I-O-25



I-B-25



I-O-25S



I May 1939	Orange(red)	25	11	Flat	Jumbo
I May 1939	Blue	25	11	Flat	Jumbo
I May 1939	Blue	NV	11	Flat	Jumbo

II-O-25



II-B-25



III-O-25

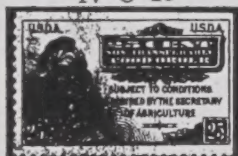


III-B-25



II 1939	Orange(red)	25	11	Flat	Normal	III 1940	Orange(red)	25	11x10 ¹ / ₂	Rotary	Normal
II 1939	Blue	25	11	Flat	Normal	III 1940	Blue	25	11x10 ¹ / ₂	Rotary	Normal
II 1939	Blue	NV	11	Flat	Normal	III 1940	Blue	NV	11x10 ¹ / ₂	Rotary	Normal

IV-O-25



IV-B-25



IV-B-NV



IV 1941	Orange(red)	25	11x10 ¹ / ₂	Rotary	Normal
IV 1941	Blue	25	11x10 ¹ / ₂	Rotary	Normal
IV 1941	Blue	NV	11x10 ¹ / ₂	Rotary	Normal

All above currency is issued with gum on reverse, to facilitate their being affixed to a redemptive card.

If the reader is not familiar with method of comparing performance differences on Types II and III, then look at the gum on the reverse: Flat plate gum is smooth and even and if the gum has been cracked, it will not have the ridges that the gum from a rotary press has. If the gum has been removed, then, the purchase of a perforation gauge is necessary.

the 1st column denotes the series, or sequence of issue; the 2nd column, date of issue; 3rd column, the color of design; 4th column, denomination; 5th column, perf.; 6th column, type of plate used; 7th column, refers to the size of margins (see photos).

NV = No Value, see photo of pane format. To denote "SPECIMEN" overprint, add "S" to catalog listing, ie, I-O-25S. Type of paper (all series) white wove.

Plate II

F. S. C. C. - U. S. D. A.
Fractional Currency Pane Format



I-O-25

III-O-25

With Electric Eye Markings

III-B-25



IV-O-25



IV-B-25

IV-B-25 Special Pane



FOOD STAMP PLAN (continued from page 2)

FOODS

Foods were designated as blue-stamp (surplus) food each month by the Secretary of Agriculture and a list of those designated was sent to participating retailers. Retailers were required to post a notice of these monthly designations in their stores as a means of informing participants of the foods that could be purchased with the blue stamps. It was hoped that this posting also would bring these foods to the attention of all customers, and thus encourage increased purchases of the surplus foods among higher income families.

REDEMPTION

The Department of Agriculture supplied food stamp cards to participating retailers on which stamps were to be posted prior to their presentation for redemption. These cards carried space for \$10 worth of stamps. To redeem his stamps the retailer could file a claim directly with the Department of Agriculture, or he could submit them to his wholesaler to the credit of his account. As the Plan progressed banks were also used for redemption purposes.

ADMINISTRATION

The Plan was first administered by the Federal Surplus Commodities Corporation, and later by the Surplus Marketing Administration and its successor organizations -- The Agricultural Marketing Administration and the Food Distribution Administration of the U.S. Department of Agriculture. The United States was divided into four regions, each with a Regional Director who was given considerable discretionary powers to carry out program policy and procedures.

A county or a city (or a combination of the two) constituted an area in the administration of the plan. In the selection of areas for participation a duly constituted authority from the area (such as the Governor of a State, a Mayor of a city or a county Board of Supervisors) petitioned the Secretary of Agriculture for designation. Agreements were negotiated between the Department of Agriculture and the governing body of the area. Medium-sized communities were first designated and as operating techniques were improved, the plan was set up in large metropolitan and rural areas.

EFFECT

During the forty-six months the Plan was in operation the additional food purchasing power provided to participants by the Federal government totalled \$260 million. It has been estimated that this supplemental purchasing power amounted to an average of four percent of total food sales in some of the cities where the Plan operated. It also was estimated at the time that had the Plan been available to all families receiving general welfare or Works Project Administration assistance during 1939-43, the cost of the Federal contribution would have been about \$400 million a year.

Surveys and studies indicated that the Plan did increase food consumption levels among participating groups. However, it proved to be more effective in increasing participants' expenditures on some surplus foods than on others, despite the use of the two-color system. In general the Plan had its greatest effect upon those foods most responsive to price and income changes, i.e. animal products and most fruits and vegetables.

DIFFICULTIES

While the two-color stamp system was designed to insure that the free blue stamps were to be spent on designated surplus foods, it did not prove to be particularly effective and introduced many operating problems. It was difficult to inform retailers, their employees and the participants concerning monthly changes in the blue stamp list. While specific foods were designated on the blue stamp list, innumerable problems were encountered in deciding if certain retail items could be sold for blue stamps. For example, if cereal products were on the list, but beef was not, would canned spaghetti with meat balls qualify? (concluded on page 6)

TOKENS AND SCRIP OF 1939-43

According to Neil Shafer very few of the merchant issues of this period have survived. However, as with many unstudied series it is highly likely that there are still undiscovered specimens, or that there are pieces that are unrecognized as having been used for FSC purposes. Keep in mind that the Food Stamp Plan of the '40's was not as widespread as the present Program, and consequently the chances of exnumia having been issued were much smaller. A worthwhile project for some research-minded collector would be to check the Federal Government records to find out in what localities the early Food Stamp Plan was operated, and whether there were any regulations governing the issuance of tokens and scrip.

Armed with information of this kind searches of local token and scrip collections of various kinds, especially merchant tokens collections, might unearth useful data. But for now the FSC exnumia of that period will remain pretty well hidden from the eyes of most collectors. These pieces will certainly be the most scarce of the series. The following includes several examples of the known pieces. Unfortunately the photo quality is not good, but should give you a general idea.

TOKENS

There are three store issues shown below from California, North Dakota and Wisconsin. Most of these bear some legend indication of their relationship to the Plan and indicate whether they are redeemable for "blue" or "orange" foods. A "set" in this series seems to comprise of only 1¢ and 5¢ denominations, but there may be others. One major difference from the present program is that change was required only for 24¢ or less, not \$1.

FOOD STAMP PLAN (concluded)

Finally, the two color stamp system exercised far less control over participants' food purchases than was supposed. For example flour was a regular blue stamp food. However, if a participant did not wish to consume additional flour he could buy his usual quantities of flour with blue stamps. The portion of the orange stamps (his own food money) that he ordinarily would have used then could be used for food of his own choice. As more foods were added to the blue stamp list, the participants' freedom of choice increased.

(Made available through the kind assistance of the San Francisco Office, U.S. Department of Agriculture.)

California



Those shown here are from the famous, but now-defunct Crystal Palace Market in San Francisco. These tokens have been studied by Steve Album in his Catalogue of California Trade Tokens and by Charles Kappen in California Tokens. Besides the Crystal Palace pieces, only the tokens of Sherwood Swan's Market in Oakland are known. Both series of tokens have incuse legends and no raised rims. They are all aluminum. Round tokens were used for orange stamp foods, octagonal for blue. The 1¢ round tokens are 21mm, the 5¢ are 23mm. The 1¢ octagonal pieces are 19.5mm, the 5¢ are 24.5mm. They range in scarcity from one to twelve known. Their maker is unknown. The common reverse legend is:

GOOD ONLY/ UNDER REGULATIONS/ & CONDITIONS
GOVERNING/ THE ISSUANCE OF FOOD/ ORDER
STAMPS BY THE/ F.S.C.C.

The obverses are:

San Francisco

CRYSTAL PALACE MARKET/ 1¢ (or 5¢)/
BLUE (or ORANGE)/ NOT TRANSFERABLE/
1175/ MARKET ST.

Oakland

SHERWOOD SWAN'S 10th ST. MARKET/ 1¢
(or 5¢)/ BLUE (or ORANGE)/ NOT/
TRANSFERABLE/ WASHINGTON & CLAY ST.

North Dakota



TOKENS AND SCRIP (cont.)

I have examples of only one store from this state - SCHEELER'S/ DICKINSON/ N. DAK. The two shown are 26mm. The orange stamp tokens are in brass, the blue in aluminum. Those shown are for 1¢ and have a common reverse: GOOD FOR 1¢ IN FOOD/ B (or O). I have no information on their maker or rarity.

Wisconsin



A Sheboygan store - H.C. PRANGE CO./ SHEBOYGAN, WISC. - used tokens similar to the above, orange in brass, blue in aluminum. The 1¢ pieces are 18mm, the 5¢ 20mm. The reverses read: BLUE (or ORANGE)/ 1¢ (or 5¢)/ FOOD STAMP. Likewise no rarity data is available. The maker is Meyer & Wenthe of Chicago.

SOUTH DAKOTA FSC TOKENS: Mobridge, Stoick's Super Valu, set of 5; Trade for one SD merchant FSC complete or 3 SD Merchant tokens. Robert Maisch, P.O. Box 1328, Auburn, ME 04210.

SAMPLE AND ERROR FSC TOKENS wanted. Please price and send on approval. Limited trading available. Tom Conklin Box 440, Rutherford, NJ 07070.

Still Need a few sets of NEW HAMPSHIRE Food Stamp Tokens. Please send a list and your price. Jim Rolston, Box 60, Greenland, NH 03840.

Wanted FSC PAPER SCRIP TYPES with printed denominations. Send me up to five each of yours, receive equal amount in return. Al Zaika, P.O. Box 65, Bellmawr, NJ 08031.

NEW JERSEY EKONOMIA SOCIETY now formed. Publishes the JERSEYANA Newsletter. Organized by Gary Patterson and Al Zaika. Dues are \$5.00. Send to Jerry Zara, Treasurer, P.O. Box 248, Brick, NJ 08723.

Plastic Food Stamp Tokens: The Elegant Farmer, Mukwonago, WISCONSIN. Set of 4 (no 1¢) - \$1.50. Hobby Sales, Box 371, Geneva, IL 60134.

NEW YORK AND OHIO! Set of 5 - \$3.00. MALLORY'S/ N. HAMPSHIRE/ OH/ HENSON-VILLE/ NY/ GROCERY. Only 20 sets total. Tom Conklin, P.O. Box 440, Rutherford, NJ 07070.

I need Food Stamp Tokens from PUERTO RICO only. For a 25¢ U.S. Silver coin I will trade a set of 4: SUPERMERCADO/ MINIMAX/ AVE CAMPO RICO/ COUNTRY CLUB, (town of Carolina, PR). Pedro Chiclana R., Calle 220 JA-18, 3ra Ext. Country Club, Rio Piedras, PR 00924.

Here is some scrip from Beach, ND:

DUE BILL	
Stamp Book No.	
Identification No.	
NOT TRANSFERABLE	
CENTS	CENTS
1	13
2	14
3	15
4	16
5	17
6	18
7	19
8	20
9	21
10	22
11	23
12	24

GOOD FOR "SURPLUS FOOD" ONLY
MILLER'S BEACH, North Dakota
CHASE ST. PAUL, MINN.

DUE BILL	
776	
NOT TRANSFERABLE	
CENTS	CENTS
1	13
2	14
3	15
4	16
5	17
6	18
7	19
8	20
9	21
10	22
11	23
12	24

GOOD FOR "SURPLUS FOOD" ONLY
CHAS. F. WAGNER & CO.
CHAS. F. WAGNER & CO.
CHAS. F. WAGNER & CO.

ALASKA Food Stamp Tokens. Dave's Bingles, P.O. Box 4-2814, Anchorage, AK 99509.

Wanted. SPORT SCHEDULE TOKENS. I am collecting those pieces and would appreciate embossings, rubbings or full descriptions. Have a few Food Stamp Change Tokens to trade. J.W. Baum, 3101 N. Arkansas Ave., Wichita, KS 67204.

Will trade Rocky Ford, COLORADO, Food Stamp Change Scrip for any other state on equal basis. I have 1¢, 5¢, 10¢, 25¢ and 50¢. Also interested in trading old bank checks. Herman L. Boraker, P.O. Box 204, Rocky Ford, CO 81067.

ANA MUSEUM is looking for Food Stamp Change Tokens and Scrip. Do you have any duplicates? Why not donate one or a set to the museum for posterity? Write ANA Museum, P.O. Box 2366, Colorado Springs, CO 80901. (ED NOTE: I did and got a good income tax deduction receipt for 1980!)

U.S. STATE-ISSUED SALES TAX TOKENS, 2nd Edition (1980) - updates the 1973 Sales Tax Token typeset book with numbers and prices. Jerry Schimmel, P.O. Box 40888, San Francisco, CA 94140. \$2.00 POSTPAID!

Looking for 1939-43 TOKENS AND SCRIP from anywhere. Buy or trade. Jerry F. Schimmel, P.O. Box 40888, San Francisco, CA 94140.

Don't forget! You get a free 30-word ad in this newsletter every time. All you have to do is send it in each time.

No lo Olvidé! Puede poner a un anuncio de 30 palabras por cada edicion, gratis! Hay que poner lo cada vez.

FOOD STAMP CHANGE TOKENS & SCRIP

LOVE 'EM OR HATE 'EM, THEY'RE HOT ITEMS TODAY!

Remember when Civil War tokens sold for 25¢ each? Remember when a \$10 transit token sold for just that? Food Stamp Tokens and Paper Scrip will never be cheaper than they are right now.

Don't miss this opportunity to collect or accumulate some of these tokens and scrip for the future. The use of these has been officially suspended and thousands, if not millions of them, have been already destroyed.

We have available a retail list of about 2500 different sets from virtually all the states and United States territories and possessions. Send one dollar (refundable with any order) now for that list! Food Stamp Scrip is available also. WE BUY TOO! Let us know what you have for sale.

Our newly revised and expanded reference list features some 800 titles covering tokens, medals, coins, paper money and other collectibles such as postcards and antique guns. Send \$1 for that list as well also refundable with any order). Wants lists are serviced.

Our next auction will include many items of popular interest. Send \$1.50 and receive the auction catalog and the prices realized, all by First Class mail. Catalogs will be sent only to First Class subscribers in the future: five sales for five dollars.

A WHOLESALE LISTING

100 Different Food Stamp Tokens of different merchants, of plastic, aluminum, wood and from different makers (no full sets included)	\$35.00
500 Different tokens as above, but includes some complete sets from various states	150.00
1000 Different as above	275.00
2000 Different as above	500.00
100 Assorted Tokens	20.00
1000 Assorted Tokens	175.00
5000 Assorted Tokens	750.00
100 Different Food Stamp Scrip, all paper	15.00
200 Different as above	25.00
1000 Assorted Scrip	75.00

Samples of tokens and scrip free for 28¢ SASE!

All orders postpaid to street address (for U.P.S. delivery).

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